

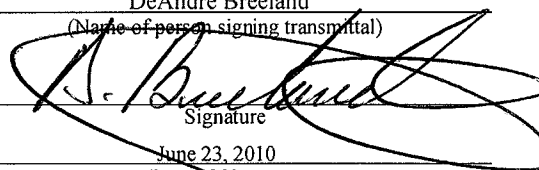
**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicants : Motoki Nakade, et al.  
Serial No. : 09/817,597  
For : COMMUNICATION SERVICE METHOD AND  
COMMUNICATION APPARATUS THEREOF FOR  
TRANSMITTING ADVERTISEMENT IN A PRIVATE  
COMMUNICATION ENVIRONMENT  
Filed : March 26, 2001  
Examiner : Christopher C. Johns  
Art Unit : 3621  
Confirmation No : 7826

745 Fifth Avenue  
New York, NY 10151  
(212) 588-0800

**CERTIFICATE OF ELECTRONIC FILING**

I hereby certify that this correspondence is being transmitted via  
Electronic Filing Services on June 23, 2010.

DeAndre Breeland  
(Name of person signing transmittal)  
  
Signature  
June 23, 2010  
Date of Signature

**RESPONSE UNDER 37 C.F.R. §1.111**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the Non-Final Office Action dated April 14, 2010, having a three-month shortened statutory period for reply set to expire on July 14, 2010, please amend the above-identified application as follows.

**Amendments to the Claims** are reflected in the listing of claims, which begins on page 3 of this paper.

**Remarks/Arguments** begin on page 12 of this paper.

*REMAINDER OF THIS PAGE INTENTIONALLY LEFT BLANK.*